

Message Text

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12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 251642Z AUG 76

FM AMCONSUL FRANKFURT

TO SECSTATE WASHDC 5255

USDOC WASHDC

INFO AMEMBASSY BONN

UNCLAS FRANKFURT 6431

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: WTDR/FTI; NECKERMANN VERSAND KG.AA.

REF : USDOC 12562

1. GERMANY 2. CNTRY CODE: 428 3. SER.NO: 0136800

4. NECKERMANN VERSAND KG. AA.

5. HANAUER LANDSTR. 360-400

6. 6000 FRANKFURT/MAIN GERMANY

7. ESTABL: 1948 8M EMPL 19,200 9. SIZE (18-X) VERY LARGE

10. REPUTATION: (22-X) GOOD

11. SALES AREA: W. GERMANY

12. RPT. DATE 08/76

13A. 5311/1 RETAIL: DEPARTMENT STORE

13B. 5961/1 RETAIL: MAIL ORDER HOUSE

14. CONTACT: PETER NECKERMANN TITLE: MANAGER

15. CABLE: NECKERMANNVERSAND 16. TELEX 04 11938 17 TEL 0611-410001

18. FINANCIAL REFS: BHF BANK, FRANKFURT.

19. TRADE REFS: N/A

20 FOREIGN FIRMS REPRESENTED: N/A

21. THE FIRM DEVELOPED FROM SMALL BEGINNINGS IN 1948 INTO THE
LARGEST COMBINED MAIL ORDER HOUSE-DEPARTMENT STORE WITHIN W. GERMANY.
ITS LINE OF BUSINESS COMPRISSES PRACTICALLY ALL CONSUMER GOODS.

PRESENTLY IT OPERATES ABOUT 36 DEPARTMENT STORES, 90 SPECIAL STORES
AND SEVERAL SUPERMARKETS. IN 1963 THE LIMITED PARTNERSHIP WAS RE-
ORGANIZED INTO A LIMITED PARTNERSHIP ON STOCKS. THE PRESENT STOCK
CAPITAL IS DM 122.4 MILLION, 25 PERCENT THEREOF HELD BY THE
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FAMILY NECKERMANN. THE FIRM OWNS TWO FOREIGN SUBSIDIARIES, ONE IN

NETHERLAND AND ONE IN LUXEMBOURG. IN ADDITION , IT HAS SEVEN DOMESTIC SUBSIDIARIES WORKING IN DIFFERENT LINES, THE MOST IMPORTANT BEING NUR NECKERMANN UND REISEN GMBH. (ONE OF W. GERMANY'S LARGEST TRAVEL AGENCY); NECKERMANN EIGENHEIM GMBH. (SALES AND INSTALLATION OF PRE-FAB HOUSES). THE FIRM'S BUSINESS REPORT FOR 1975 THOWS ASSESTS IN THE AMOUNT OF DM 671.4 MILLION, OF WHICH DM 575.5 MILLION ARE CURRENT ASSETS. OBLIGATIONS ARE DM 416 MILLION AND RESERVES DM 130.6 MILLION. THE ANNUAL SALES VOLUME ROSE FROM DM 2.4 BILLION IN 1974 TO DM 2.8 BILLION IN 1975, WHEREAS PROFITS SUFFERED REDUCTION FROM DM 12 MILLION IN 1974 TO DM 4.2 MILLION IN 1975 NO DIVIDEND COULD BE PAID IN 1975. ONE OF THE LARGEST DEPARTMENT STORES IN WEST GERMANY, KARSTADT AG, ESSEN IS IN THE PROCESS OF TAKING OVER THE MAJORITY OF THE NECKERMANN CAPITAL, ACCORDING TO PRESS RELEASES AND BANKING INFORMATION. NECKERMANN STILL FULFILLS ITS COMMITMENTS AND IS RECOMMENDED AS A GOOD BUSINESS CONTACT FOR U.S. SUPPLIERS.

22. PREPARED BY P. BARTOLSIC, APPROVED BY F.D. BUCHHOLZ AT
U.S. CONSULATE GENERAL, FRANKFURT.LEHMANN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976FRANKF06431
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760325-0995
From: FRANKFURT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760822/aaaaasqi.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: harterdg
Review Comment: n/a
Review Content Flags:
Review Date: 10 JAN 2005
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 AUG 2004 by SilvaL0>; RELEASED <10 JAN 2005 by harterdg>; APPROVED <18 JAN 2005 by harterdg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI; NECKERMANN VERSAND KG.AA.
TAGS: BEXP, GE
To: STATE
COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006